

On Monday, February 7, 2011, the Urban Farm is hosting the Farm to Table Conference for Mid-South Producers. The conference will feature sessions on marketing to diverse outlets, technology and social media, production practices, and health department rules and regulations. While we are inviting experts on a variety of topics, we recognize that one of the most valuable resources we have is the collective knowledge of other farmers and producers. Therefore, while some sessions will be set in advance, other topics will be chosen that day based on YOUR interests using a conference format called "Open Space Technology." (A summary of Open Space conference formatting can be found here: http://en.wikipedia.org/wiki/Open_Space_Technology) This way, we will ensure that topics presented are most important to you. Likewise, you may be called upon to share your expertise in a particular area with other producers and local food stakeholders.

The cost to attend the conference is \$20 if you register in advance and \$25 at the door. There are a limited number of scholarships available. Contact Mary Elizabeth Phillips if you would like more information.

The tentative schedule follows. If you have any questions, email Mary Elizabeth Phillips, Urban Farms manager at mary at [urbanfarmsmemphis.org](mailto:mary@urbanfarmsmemphis.org)

9:00-9:15 Coffee, Meet-and-Greet

9:15-10:00 Opening Welcome and "Build-the-Wall," a collaborative effort in which conference goers decide upon the discussion sessions, tailoring the conference to their own needs.

10:00-11:00 Session One

Workshop A: Using Technology to Market Products

Kimberly Cole from West Wind Farms

Workshop B: To be determined

Workshop C: To be determined

11:15-12:15 Session Two

Workshop A: Wholesale Marketing Panel Discussion

Workshop B: Scales, samples, and shelled peas: What are the regulations at farmers markets?

Otho Sawyer from the Shelby County Health Department

Workshop C: To be determined

12:30-1:00 Catered Lunch

1:15-2:15: Session Three

Workshop A: Farmers, find your farmers market!

Representatives from area farmers' markets will be there to help you find your perfect market fit.

Workshop B: To be determined

Workshop C: To be determined

2:30-3:30 Farmers' Markets Vendor Meetings and Networking Session

3:30-4:00 Wrap-Up